

PETERBOROUGH UNITED FOOTBALL CLUB

CLUB FAN ENGAGEMENT PLAN

2026 / 2027



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This Fan Engagement Plan sets out Peterborough United's commitment to supporter engagement for the 2026/27 season, covering all areas required under EFL Regulation 129.

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1. Opening Statement

Welcome to the Peterborough United Fan Engagement Plan for the 2026/27 season.

I am proud to share our continued vision, values and objectives for fan engagement. At Peterborough United, our supporters remain at the heart of everything we do. Your passion, loyalty and unwavering commitment are what drive us to strive for excellence, on the pitch and across everything we do as a football club in our wider community.

The 2025/26 season saw real and tangible progress in how we engage with our supporters. From our quarterly Supporter Group meetings and dedicated Disabled Supporters Association meetings, to the end of season review at which we shared detailed data, fan consultation results and 2026/27 proposals directly with fans – we have worked hard to build trust, ensure transparency and give supporters a genuine voice in shaping our Club.

In further recognition of the importance of fan engagement, a new position was created: Head of Supporter Services. This role will ensure that we fulfil our fan engagement obligations and objectives, with a dedicated email address: supporterservices@theposh.com we will also improve communication to all supporters.

This season, we want to go further. We will strengthen our engagement structures, expand the range and diversity of voices we hear from, and create new touchpoints that go beyond the matchday. We also recognise feedback from supporters requesting greater fan representation, and a dedicated online home for our supporter groups, all of which are built into our plan for 2026/27.

Our values of integrity, passion and respect guide every interaction we have with fans. We are committed to relationships rooted in trust, openness and a genuine desire to improve.

"I am confident that by working together, we can continue to raise the bar in fan engagement and build a foundation for long term success. Thank you for your continued dedication to The Posh."

Dawn Gore

Dawn Gore

Chief Executive Officer, Peterborough United Football Club

2. Fan Engagement Statement

At Peterborough United Football Club, we are proud to have a passionate and dedicated supporter base. Everyone at the Club - from the Board, to the Commercial department through Finance, Marketing & Media, Retail, Ticketing, Operations and all matchday staff - is committed to providing the best possible service and experience for every fan, whether you are at London Road every week or following The Posh from afar.

We will use every conversation, email, survey response, fan meetings with supporter groups to build a fuller understanding of our supporters' views. Our shared goal is to ensure that the fan voice is genuinely reflected in the decisions we make.

"At Peterborough United, we believe our fans are not just supporters of our Club – they are its very foundation. Your voice shapes our future."

We are committed to constantly improving how we engage with supporters. This Fan Engagement Plan sets out our core activities and commitments for the 2026/27 season, and all the different ways in which every Peterborough United supporter can engage with their Club.

3. Our Commitment to Fan Engagement 2026/27

Peterborough United reaffirms its full commitment to EFL Regulation 129 and the responsibilities it sets out for effective Supporter Engagement. We recognise that regular, open and meaningful communication with our fanbase is not just a regulatory requirement, it is fundamental to who we are as a Club.

We commit to:

- Comply in full with EFL Regulation 129 and all associated Supporter Engagement requirements.
- Publish an updated Fan Engagement Plan ahead of each new season, incorporating learnings from the previous year.
- Hold a minimum of four in person Supporters Group Meetings per season, with additional themed and specialist events.
- Consult supporter groups before making significant decisions that affect them, including ticketing, pricing and matchday experience.
- Provide regular updates on progress against our Fan Engagement objectives.
- Promote equality, diversity and inclusion across all areas of supporter engagement.
- Actively listen to and respond to supporter feedback, concerns and grievances in a timely manner.
- Celebrate the important role supporters play in everything Peterborough United achieves.
- Be transparent about challenges as well as successes.

"We recognise and celebrate the vital role that fans play in everything Peterborough United achieves."

4. Our Fan Engagement Approach

Peterborough United's Fan Engagement approach seeks to continually improve dialogue with supporters and ensure that their voices are heard and considered in decision making processes. We value the input of every fan and are committed to creating a strong, positive and transparent relationship with our entire supporter base.

We engage supporters through a structured, multi layered programme. Over and above our regular supporter group meetings, we will hold open fan sessions and Q&A forums to allow anyone who wants to attend the opportunity to listen, contribute and engage with Club personnel.



5. Review of 2025/26 Season

The table below summarises the key engagement activities undertaken through Supporter Group Meetings (SGM) and the Disabled Supporters Association (DSA) during the 2025/26 season and evaluates them against our objectives.

Month	Event	Evaluation
August 2025	Q1 SGM. Season Start Meet	Successfully opened the season with supporter group representatives. Key topics included junior takeover day, matchday experience and fan priorities for the year ahead.
October 2025	DSA Fans Meeting 1	Positive engagement with the Disabled Supporters Association. Accessibility improvements and matchday provisions discussed, with actions agreed and implemented.
November 2025	Q2 SGM. Mid-season Meet.	First mid-season review and meeting of the season. Ideas for 3000th league game discussed. Ways to engage the young fans and raising the atmosphere. Clarification on the GH Stand opening for upcoming events.
January 2026	ST Review & Proposals	2026/27 Season Ticket proposals presented ahead of sale launch. Supporter feedback directly influenced pricing decisions and concession structures.
February 2026	Q3 Fans Q&A Forum with Team Management	Open Q&A Session with the 1 st Team Manager and Assistant Manager.
March 2026	DSA Fans Meeting 2	Second dedicated DSA session focused on ongoing accessibility requirements and end of season matchday improvements. Appointed DSA spokesperson to the SGA.
June 2026	Q4 SGM. End of Season Review	The most detailed and well attended SGM of the season. Covered ST sales data, 2026/27 pricing proposals, Flexi Membership, Priority Points, IFR requirements, London Road developments, new badge and merchandise, and the Fan Engagement Plan itself.

6. Fan Engagement Vision & Objectives

To foster an open, inclusive and respectful dialogue between Peterborough United Football Club and its entire supporter base, ensuring all fans, regardless of age, gender, background or history with the Club, have the opportunity to shape the future of their team.

Inclusivity & Representation Engage a broad spectrum of supporters including younger fans, women, families and underrepresented communities. Actively grow youth participation in SGMs.	Transparency & Communication Provide regular, timely updates on key decisions. Publish meeting summaries. Launch a dedicated Supporter Groups webpage on theposh.com.
Participation & Ownership Ensure supporters can meaningfully influence areas that directly affect them, particularly accessibility, ticketing, pricing and matchday experience.	Recognition & Loyalty Celebrate longstanding support while actively welcoming new fans. Introduce supporter recognition moments at key events during the season.
Community & Belonging Strengthen links between the Club, its fans and the wider Peterborough community through inclusive programming and matchday activations.	Accessibility Continue to improve the matchday experience for disabled supporters and those with additional needs, including sensory provisions and physical access.

7. Our Engagement Plan for 2026/27

Month	Event	Activity & Detail
July 2026	Fans Fun Day & Open Day	A fan engagement open day at London Road. Q&A with the Chairman and Manager. Away kit launch event with fan attendance.
August 2026	Introduce an Official Supporters Section of the Website	An official place to list and publicise our official supporter groups to provide greater access and publicity for them.
September 2026	Q1 SGM – Season Start	In person meeting with all supporter group representatives. Key topics: new season priorities, ticketing update, Supporter Groups webpage launch, matchday experience.
September/October 2026	Open Training Session	Fans invited to an open training session at Weston Homes Stadium. Photo and autograph opportunities with first team squad.
October 2026	DSA Fans Meeting 1	In person meeting with the Disabled Supporters Association. Agenda: accessibility review, sensory provision, DSA working group feedback.
November 2026	Introduce a DSA Fans Newsletter	Fans newsletter to be circulated providing vital updates, news and information regarding the DSA and their requirements.
December 2026	Q2 SGM. Mid-season meeting.	In person meeting with all supporter groups. Mid-season review of matchday experience, communications, catering, commercial activity and working group updates.
January 2027	Season Ticket Consultation	Open consultation with fan representatives on 2027/28 Season Ticket pricing, packaging and concession structures, ahead of formal proposals.
February 2027	Fans Forum with Luke Williams	An opportunity for a meet and greet Q&A session for fans with the Team Manager.
March 2027	Q3 SGM. Mid-season meeting.	In person meeting covering progress against engagement objectives, fan feedback review and working group deep dives.
March 2027	Junior Matchday Takeover	Junior Posh led matchday activation. Pre-match activities, pitch side access and player interaction for Under-14 members.
April 2027	DSA Fans Meeting 2	Second in person DSA session covering ongoing accessibility matters and end of season matchday feedback.
April 2027	DSA Fans Newsletter Volume 2	Circulate the second DSA newsletter, detailing mid-season news, information and updates.
June 2027	Q4 SGM. End of Season Review	Comprehensive end of season review with all supporter groups. Preview of 2027/28. Supporter recognition. KPI reporting against this plan.



8. Equality, Diversity & Inclusion

Peterborough United is committed to ensuring that all supporters – regardless of background, ability, age, gender, race or religion – feel welcome and included at London Road and in all Club activities.

In 2026/27 we commit to:

- Hold dedicated Disabled Supporters Association meetings (minimum two per season) and support the DSA with visibility and awareness campaigns.
- Actively grow the participation of younger fans and women in our fan meeting structures through targeted outreach and the Junior Posh Matchday Takeover.
- Maintain and develop our sensory provision for supporters with additional needs, including sensory packs.
- Include an EDI and Safeguarding update as a standing agenda item at all Supporters Group meetings.
- Uphold and promote the EFL's Equality, Diversity and Inclusion commitments across all engagement activity.
- Review accessibility of our digital communications to ensure all fans can access information about Club activities.

9. Success Metrics (KPIs)

The Club will measure the success of this Fan Engagement Plan against the following key performance indicators, reported at the end of season Q4 SGM in June 2027.

KPI	Target for 2026/27
SGM and DSA Meetings held	Exceed R129 requirements of holding two meetings. Hold four SGM, two DSA meetings and at least one open fan event
Supporter group diversity	Measurable increase in Under-25 and female representation vs 2025/26
Meeting publication	Minutes circulated with all DSA and SGM attendees within 14 days of every meeting; 100% completion rate.
Supporter webpage	Dedicated Supporter Groups section live on theposh.com by September 2026.
Family Excellence Award	Improve on 2025/26 EFL Family Excellence scheme score
Feedback implementation	Minimum 3 tangible improvements directly actioned from supporter input.



10. Supporter Fan Group Statement

The following statement has been provided by Christine Wayte, Chair of Forever Posh – the Club's Official Supporters' Club:

"The Peterborough United Official Supporters' Club is fully supportive of the Club's Fan Engagement Plan for 2026/27. The continued development of our engagement structures reflects a genuine and growing commitment from the Club to hear supporter voices and to act on what we tell them."

We are particularly encouraged by the new benefits of Forever Posh memberships and the planned introduction of a dedicated Supporter Groups webpage, the expansion of DSA meeting, and the clear ambition to grow fan representation in our conversations with the Club.

We reiterate that we are on a journey together. It is important that we continue to align on key issues while retaining the ability to challenge and seek clarity where needed. Through the structures set out in this Fan Engagement Plan, we believe there is real opportunity for supporters and the Club to continue working together towards shared goals – and to keep fans at the heart of the decisions that shape our Club. Come on you Posh."

Christine Wayte, Chair – Forever Posh

11. How to Get Involved

We want to hear from every Posh supporter. Whether you are a long-standing season ticket holder or attending your first game, your voice matters to us and this Club. Supporters can get involved in Peterborough United's Fan Engagement Plan by reaching out to our designated SLO on how together we can improve the fan experience across all areas detailed in this plan.

- Attend a Q&A Forum, Open Day or Open Training Session.
- Join one of our established supporter groups.
- Participate in Club surveys and feedback opportunities.
- Submit agenda items for upcoming SGMs via fans@theposh.com.
- Follow and engage with the Club on social media and via our website.

To get in touch, please contact our Supporter Liaison Officer: Chris Abbott via fans@theposh.com

Our Recognised Supporter Groups

Group	Focus	Contact
Forever Posh	Official Supporters' Club. Forever Posh Members and general fanbase representation	foreverposh@theposh.com
PISA 2000	Independent Supporters' Association	www.pisa2000.co.uk
The Posh Supporters' Trust	Supporter ownership and governance	www.theposhtrust.co.uk
Disabled Supporters' Association (DSA)	Disabled supporters and accessibility	dsa@theposh.com